

Barr to lead brand experience marketing for Hyatt Regency and Grand Hyatt

CHICAGO (August 19, 2015) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that Hyatt has named Samie Barr as vice president, global brands. Barr will be responsible for the brand development and management of the Hyatt Regency and Grand Hyatt brands. She will report to Sandra Cordova Micek, senior vice president, global brands.

“Samie comes to us with a track record of success and a wealth of experience in every facet of marketing, and her collaborative style is a wonderful fit for Hyatt,” Micek said. “She will be an instrumental leader to Hyatt as we continue to build distinctive experiences for the Hyatt Regency and Grand Hyatt brands globally.”

Barr, who brings more than 25 years of consumer and retail experience, joins Hyatt from Starbucks Coffee Company where she spent more than 14 years in a variety of leadership roles in brand management and innovation. Most recently, she was vice president, Category Brand Management, responsible for leading the At Home Coffee and Global Merchandise businesses. Prior to Starbucks, she held marketing leadership roles at drugstore.com, Nintendo of America and McCann-Erickson Worldwide.

“Hyatt has such an incredibly rich portfolio of world-class brands, and I am thrilled to join the team and bring my passion for elevating the customer experience to Hyatt,” said Barr. “I was drawn to this company because of its innovative spirit, people-centered focus and I was captured by the mission and values. I’m delighted to help shape the future of the Hyatt Regency and Grand Hyatt brands globally.”

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the Hyatt®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Centric™, Hyatt Regency®, Hyatt Place®, Hyatt House®, Hyatt Zilara™, Hyatt Ziva™, Hyatt Residences® and Hyatt Residence Club® brand names and have locations on six continents. As of June 30, 2015, the Company's worldwide portfolio consisted of 618 properties in 51 countries. For more information, please visit www.hyatt.com.

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